



Action Plan
2010-2011

OBJECTIVE 1

Provide visual impact through development of small year round projects to beautify and clean West Valley City.

GOAL

1.1 Locate and identify service projects.

ACTION ITEMS

1.1.1 Prioritize and follow up on projects after completion.

Each project shall have a Committee member as a point person.

1.1.2 Committee members look for potential projects to discuss at November meeting.

1.1.3 Identify possible ongoing sources for projects and volunteers.

GOAL

1.2 Determine visual impact opportunities along major transportation corridors.

ACTION ITEMS:

1.2.1 Identify and work with the City on projects taking place within the City and find opportunities to encourage beautification while in the planning stages.

1.2.2 Add committee members to Planning Commission email notification.

Ideas:

Holiday Tree

Seasonal Banners

City Entrance Signs

OBJECTIVE 2

Motivate WVC residents to create and maintain beauty through education and personal example.

GOAL

- 2.1 Work with local media outlets to provide monthly property monthly maintenance TIPS

ACTION ITEMS

- 2.1.1 Approach West Valley Journal about partner opportunities for monthly column.

GOAL

- 2.2 Develop outreach materials.

ACTION ITEMS

- 2.2.1 Identify partner organizations to help sponsor publication costs.
2.2.2 Brochures, flyers, magnets, generic seasonal card (thank you for being a positive influence) etc.

GOAL

- 2.3 Develop year-round programs to spotlight citizen successes.

ACTION ITEMS

- 2.3.1 Enhance existing recognition and thank you card program.
2.3.2 Clean and Beautiful Awards

GOAL

- 2.4 Create an education sub-committee.

ACTION ITEMS

- 2.4.1 Identify and attend key community events and activities where information can be shared.
2.4.2 Develop an outreach program for elementary schools.
2.4.3 Identify sub-committee members.

Ideas:

Brochures for Spring and Fall Tips
Adopt-a-Park Program
Garden Home Tours
Website Development
Community Seminars

OBJECTIVE 3

Develop working relationships with City and civic organizations with similar goals.

GOAL

3.1 Identify organizations and key personnel to work with.

ACTION ITEMS

3.1.1 Approach Service organizations, Project 180, Eagle projects, USPostal Service, etc. as possible partners.

3.1.2 Determine City divisions and develop working relationships.

3.1.3 Court ordered service residents.

GOAL

3.2 Work with organizations to accomplish our goals/objectives.

ACTION ITEMS

3.2.1 Notify partner organizations of service opportunities.

Ideas:

Communicate with Neighborhood Watch Groups